



STATE OF UTAH

TOURISM PROFILE

Statewide Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	AAPC 1996-2001
DEMOGRAPHIC								
Population	2,043,900	2,099,400	2,141,600	2,193,000	2,246,600	2,296,000	2.2%	2.4%
Total Non-Ag Employment	954,200	994,000	1,023,500	1,050,000	1,075,000	1,085,000	0.9%	2.6%
Non-Ag Avg Monthly Wage	\$2,016	\$2,114	\$2,207	\$2,291	\$2,401	\$2,470	2.9%	4.1%
Per Capita Income	\$19,955	\$21,156	\$21,594	\$22,305	\$23,436	\$24,204	3.3%	3.9%
Unemployment Rate	3.1%	3.8%	3.8%	3.9%	3.2%	4.4%	1.2%	1.3%
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$3,800	\$4,000	\$4,100	\$4,200	\$4,250	\$4,150	-2.4%	1.8%
Travel & Tourism Related Employment	107,000	112,000	117,000	121,500	125,500	128,500	2.4%	3.7%
Direct Tourism-Related Employment	60,000	62,500	65,500	68,100	70,400	72,000	2.3%	3.7%
Indirect Tourism-Related Employment	47,000	49,500	51,500	53,400	55,100	56,500	2.5%	3.8%
TOURISM TAX REVENUES (millions)								
State & Local Tax Revenues from Traveler Spending	\$304.0	\$320.0	\$328.0	\$336.0	\$340.0	\$332.0	-2.4%	1.8%
State Tax Revenues	\$225.0	\$236.8	\$242.7	\$248.6	\$251.6	\$245.7	-2.3%	1.8%
Local Tax Revenues	\$79.0	\$83.2	\$85.3	\$87.4	\$88.4	\$86.3	-2.4%	1.8%
Gross Taxable Room Rents	\$477.4	\$519.2	\$540.4	\$545.3	\$567.7	\$578.4	1.9%	3.9%
Transient Room Tax	\$15.4	\$16.7	\$17.4	\$17.5	\$18.2	\$18.6	2.2%	3.9%
Restaurant Tax	\$16.5	\$17.4	\$18.7	\$20.0	\$21.0	\$21.9	4.1%	5.8%
Car Rental Tax	\$3.4	\$5.0	\$7.2	\$12.7	\$12.9	\$12.9	0.0%	30.6%
Gross Taxable Retail Sales	\$25,843.9	\$26,828.7	\$28,646.8	\$29,998.5	\$31,645.0	\$32,402.0	2.4%	4.6%
STATEWIDE VISITATION COUNTS								
Visits by Non-Resident Travelers	17,000,000	17,400,000	17,800,000	18,200,000	17,700,000	17,300,000	-2.3%	0.4%
Visits by International Travelers	877,000	720,000	638,000	687,000	700,000	630,000	-10.0%	-6.4%
Traffic Count at Interstate Borders	17,963,000	18,696,000	19,590,000	20,675,000	20,817,000	21,824,000	4.8%	4.0%
I-15 UT/AZ Traffic Count	5,506,000	5,796,000	6,139,000	6,359,000	6,397,000	6,674,000	4.3%	3.9%
I-15 UT/ID Traffic Count	2,592,000	2,682,000	2,900,000	3,001,000	3,001,000	3,091,000	3.0%	3.6%
I-70 UT/CO Traffic Count	1,889,000	1,951,000	2,127,000	2,351,000	2,315,000	2,494,000	7.7%	5.7%
I-80 UT/WY Traffic Count	3,962,000	4,294,000	4,375,000	4,731,000	4,862,000	5,083,000	4.5%	5.1%
I-80 UT/NV Traffic Count	1,754,000	1,893,000	1,935,000	2,006,000	2,011,000	2,220,000	10.4%	4.8%
I-84 UT/ID Traffic Count	2,261,000	2,081,000	2,115,000	2,227,000	2,231,000	2,263,000	1.4%	0.0%
Total Nat'l. Park Recreation Visits	5,749,100	55,372,300	5,466,100	5,527,500	5,322,300	4,946,500	-7.1%	-3.0%
Arches National Park	856,000	858,500	837,200	870,000	786,400	754,000	-4.1%	-2.5%
Bryce Canyon National Park	1,269,600	1,174,800	1,166,300	1,081,500	1,099,300	1,068,600	-2.8%	-3.4%
Canyonlands National Park	447,500	432,700	436,500	446,200	401,600	368,600	-8.2%	-3.8%
Capitol Reef National Park	678,000	625,700	656,000	680,200	612,700	527,800	-13.9%	-4.9%
Zion National Park	2,498,000	2,445,500	2,370,000	2,440,000	2,432,300	2,227,500	-8.4%	-2.3%
Total Nat'l. Mon. & Rec. Area Visits	5,699,000	5,758,400	5,821,100	6,414,300	5,645,900	5,475,500	-3.0%	-0.8%
Total State Park Visits	7,478,800	7,184,600	6,879,300	6,768,000	6,555,300	6,075,500	-7.3%	-4.1%
Salt Lake Int'l. Airport Passengers	21,088,500	21,068,300	20,297,400	19,944,600	19,900,800	18,914,900	-5.0%	-2.2%
Utah Skier Visits	3,042,800	3,101,700	3,144,300	2,976,700	3,278,300	2,974,600	-9.3%	-0.5%
Utah Welcome Center Visits	801,100	750,600	764,600	733,200	731,800	660,400	-9.8%	-3.8%
Hotel/Motel Occupancy Rates	73.1%	68.0%	63.8%	61.6%	60.9%	59.9%	-1.0%	-2.6%

State of Utah Tourism Profile

Land Ownership - 1999	No. of Acres	% Total
Total Acres in State	54,132,902	100.0%
Federal Government	34,599,495	63.9%
BLM	22,671,492	41.9%
US Forest Service	7,210,617	13.3%
National Recreation Areas	1,125,497	2.1%
National Parks	900,788	1.7%
National Wildlife Refuge	62,032	0.1%
USFS & BLM Wilderness Area	764,951	1.4%
Other*	1,864,120	3.4%
State Government	5,466,066	10.1%
Utah State Parks & Recreation	73,371	0.1%
Utah State Wildlife Reserves	388,003	0.7%
State Sovereign Lands	1,500,000	2.8%
State Trust Lands	3,504,691	6.5%
American Indian	2,388,724	4.4%
Private**	11,678,616	21.6%

*Includes Military and Bankhead Jones land

**May include some local government land

